American Anthropological Association

Visual Continuity Guide

Advancing Knowledge, Solving Human Problems

AMERICAN
ANTHROPOLOGICAL
ASSOCIATION

Advancing Knowledge, Solving Human Problems

Introduction

Purpose

The purpose of this manual is to develop a cohesive set of graphic standards that will consistently distinguish the American Anthropological Association (AAA) in all materials. To have the greatest effect and success, visual continuity must be consistent across everything from collateral to electronic media to member interaction. Following the simple rules and standards in this guide will help AAA present a united face to the public, researchers, employees, and the media—creating greater organizational recognition and authority.

Tone

Professional, modern, inclusive

Key message for communications

Founded in 1902, AAA is the world's largest association for professional anthropologists, with over 10,000 members. The Association covers all four main fields: sociocultural anthropology, biological/physical anthropology, archaeology, and linguistic anthropology. We serve the field by publishing a portfolio of 22 journals, offering career planning and professional development services, supporting college and university departments, awarding numerous prizes and fellowships, sponsoring a paid summer internship program, and staging research conferences in the Fall and Spring each year.
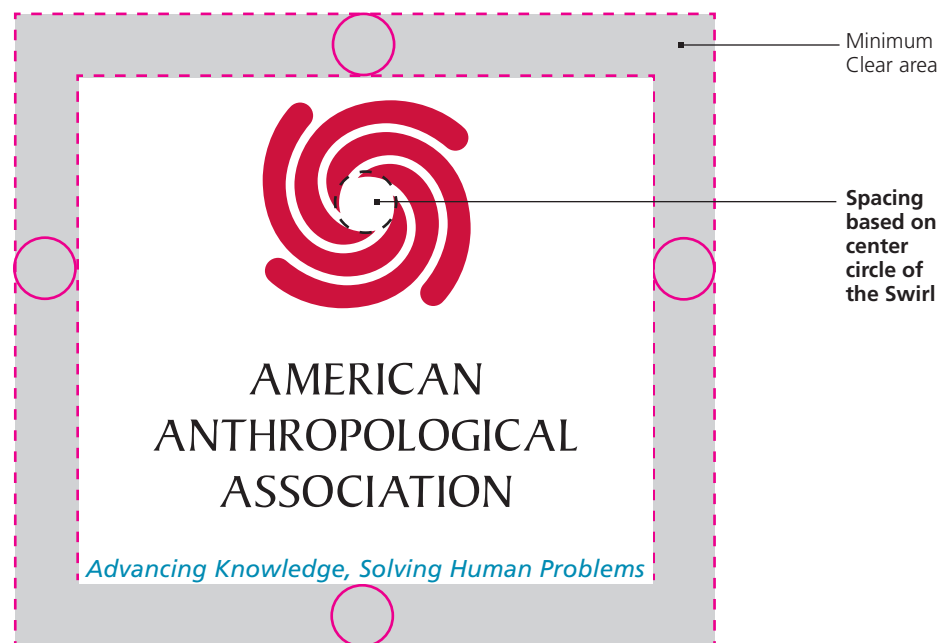
Logo guidelines

The Association Logo

The Association logo consists of three elements: the association name, the "Swirl" graphic, and the tagline. Whenever possible this arrangement of the graphic, name and date together known as the "lockup" should be maintained when used as the Association identification or signature.

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Lockup

Logo spacing guidelines

Clear area

There should always be sufficient space around the logo to keep it clear of distracting elements such as type, photos, and illustration. When placing the logo over photographs, make sure there is sufficient contrast against the background so the logo reads clearly.

Minimum Clear area

Spacing based on center circle of the Swirl

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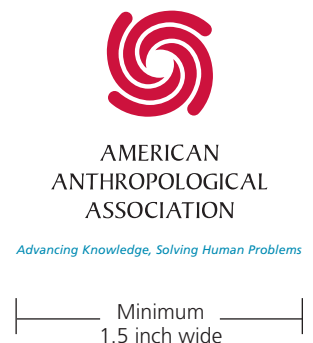
Logo size guidelines

LOGO Large Size

When using the AAA logo a variety of configurations are supplied to fit different size requirements. Be sure to select the proper logo to insure visibility and clarity when printed or displayed.

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Large Size

Use this configuration when the logo is reproduced at least 1.5 inches wide. For smaller applications, use one of the alternatives shown on the next page.

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Minimum
1.5 inch wide

Logo size guidelines

LOGO Smaller Size

When using the AAA logo below 3.5 inches wide select from the configurations shown here.

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Logo unacceptable use

Unacceptable Use

The logo is the unique expression of the association identity and visual continuity. To properly strengthen the Association identity and its effectiveness, care must be taken to ensure correct and consistent logo use in every application. Altering or redrawing the logo in any way weakens the power of the image and the message behind it. Consistency is key. Some common misuses are shown on this page.

UNACCEPTABLE
Repositioning any logo components

UNACCEPTABLE
Distorting the logo

UNACCEPTABLE
Scaling the logo components separately

UNACCEPTABLE
Adding interfering design elements

UNACCEPTABLE
Reassigning logo colors

Logo color guidelines

LOGO Color Options

Ideally, the logo should be printed on a white or very light background. In instances where it is used on a dark background the logo must appear white or at no less than a 70% screen. It should never appear over a photo, gradient, or texture that interferes with readability.

One-Color Logo Options

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Reversed Logo Options

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Logo and background use

Background Use

By controlling the background on which the logo is placed, we assure logo legibility and brand
integrity. Although it is impossible to foresee every design challenge, some general guidelines
can help ensure that the logo is always displayed to its best potential. When confronted with a
background that might interfere, consider these options: select a different image or less active part
of the same image; screen the background image or pattern; use a one-color or reverse-color logo.
Shown are some examples of acceptable and unacceptable background use.

Acceptable

Unacceptable

Visual continuity colors

Logo Color

The AAA logo color is deep red. The logo can be printed in Pantone Matching System (PMS) colors, four-color process, or black. PMS colors are the preferred commercial reproduction method for the logo, however, when these colors are not available, use the 4-color formula shown here.

Pantone Matching System (PMS)	4-Color Formula Coated	RGB Values	HTML Values
PMS 200	CMYK: 3/100/70/12	RGB: 186/12/47	#b20838

Secondary Color Family

A selection of secondary colors has been defined to aid in design. These colors can be used for accent and differentiation in support of the logo color or in combination with black. When specifying colors within the Microsoft Office Suite including Powerpoint, use the RGB values listed for best color match. When selecting colors for Internet applications, use the HTML values.

Pantone Matching System (PMS)	4-Color Formula Coated	RGB Values	HTML Values
PMS 7502	CMYK: 6/14/39/8	RGB: 206/184/136	#c2a175
PMS 144	CMYK: 0/51/100/0	RGB: 237/139/0	#ED8B00
PMS 7473	CMYK: 75/5/48/3	RGB: 39/153/137	#279989
PMS 430	CMYK: 33/18/13/37	RGB: 129/138/143	#818A8F
PMS 7704	CMYK: 93/4/8/24	RGB: 0/133/173	#507b91
PMS 7693	CMYK: 100/57/9/47	RGB: 0/73/118	#004976

Colors on uncoated paper

Printing on Uncoated Paper

Printing the recommended color palette on different paper stocks will result in subtle color shifts. In addition, this shift will also occur when printing the palette in the 4-color formula vs. the solid Pantone Matching System (PMS) colors. To help minimize this color variation, specific formulas are listed here for each color when printing four-color simulation on uncoated paper stock.

Pantone Matching System (PMS)	4-Color Formula Uncoated
PMS 200	CMYK: 3/86/62/9

Pantone Matching System (PMS)	4-Color Formula Uncoated
PMS 7502	CMYK: 6/18/48/13
PMS 144	CMYK: 0/43/90/0
PMS 7473	CMYK: 69/6/44/0
PMS 430	CMYK: 47/31/29/3
PMS 7704	CMYK: 85/0/8/16
PMS 7693	CMYK: 100/40/0/36

Colors for *Anthropology News*

Special ink specifications for *Anthropology News*

Anthropology News prints web offset on newsprint stock. To extend the color palette for this publication and to offer colors that will reproduce well on this paper stock, additional Pantone Matching System (PMS) colors have been selected. These colors are to be used specifically for *Anthropology News.*

Pantone Matching System (PMS)
Uncoated

PMS 021

PMS 174

PMS 382

Visual continuity fonts

The Association Fonts

The Association logo typeface is Baker Signet. To coordinate with Baker Signet, two font families have been selected for professional graphic applications—Frutiger (san serif) and Warnock (serif). Both of these families have a variety of fonts available including Bold, Italic, Condensed, and Black. These fonts should provide the user with a wide selection for typesetting purposes.

When using Microsoft Office applications use the fonts shown here.

San Serif	Serif
Frutiger Light	Warnock Light
Frutiger Light Italic	*Warnock Light Italic*
Frutiger Roman	Warnock Regular
Frutiger Italic	*Warnock Italic*
Frutiger Bold	**Warnock SemiBold**
Frutiger Bold Italic	***Warnock SemiBold Italic***
Frutiger Black	**Warnock Bold**
Frutiger Black Italic	***Warnock Bold Italic***

Logo Font

Baker Signet
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Fonts for Professional Graphics

Frutiger
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Warnock
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Fonts for Microsoft Office

Calibri
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()_+*

Georgia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Paper specifications

As part AAA's commitment to "to advance knowledge of who we are, how we came to be that way—and where we may go in the future," we have chosen to use environmentally responsible, budget conscious printing papers for all of our Association materials. These papers are readily available and print well on both commercial printing presses and office laser printers. When using these papers please be sure to include the appropriate recycle symbol as a mark of our support to reduce our carbon footprint.

The following paper specifications are preferred whenever possible.

Office Stationery

MOHAWK NAVAJO, contains 20% recycled post-consumer waste, manufactured with wind power, and qualifies for the recycle ♻ symbol.

LETTERHEAD: 24 lb. Mohawk Navajo, Brilliant White

#10 ENVELOPES: 24 lb. Mohawk Navajo, Brilliant White

BUSINESS CARDS: 100 lb. Cover Mohawk Navajo, Brilliant White

Collateral Materials

BURGO CHORUSART, Forest Stewardship Council (FSC) certification which identifies raw materials originating in forests run according to correct principles in full respect for high environmental, social, and economic standards at all stages of production. Contains 50% recycled content including 25% post-consumer waste and qualifies for the FSC symbol.

COVER: Burgo ChorusArt, Silk or Gloss Finish, available in 80, 100, 130 lb. weights

TEXT: Burgo ChorusArt, Silk or Gloss Finish, available in 60, 70, 80, 100 lb. weights

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